

BUSINESS: Retail

Benefits: CUSTOMERS

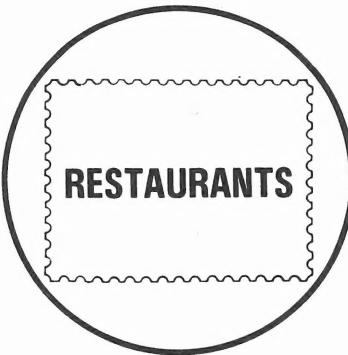
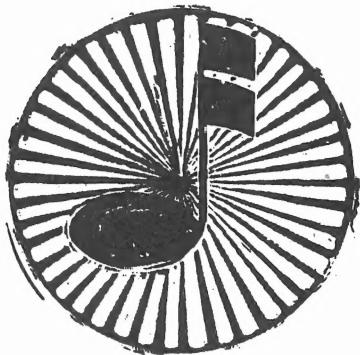
- Relaxes shoppers/increases buying.
- Masks over conversations/distracting noises.
- Provides warm, friendly atmosphere.
- Eases subjective waiting time.
- Reduces complaints.

Benefits: EMPLOYEES

- Relieves tensions.
- Lifts spirits & morale.
- Increases efficiency.
- Maintains positive attitude.
- Increases individual sales.

Benefits: MANAGEMENT

- Reduces idle talk/petty bickering.
- Reduces absenteeism/tardiness.
- Reduces turnover/hiring/training.
- Reduces errors/boredom from repetitive tasks.
- Improves communications (paging/public address).
- Provides positive image & goodwill.
- Improves customer relations.
- Provides competitive advantage.
- Increases sales & profits.



BUSINESS: Restaurant

Benefits: PATRONS

- Create specific mood (restaurant theme).
- Mask over conversations/noises.
- Provide privacy & relaxation.
- Eases subjective waiting time.

Benefits: EMPLOYEES

- Reduces fatigue & tension.
- Stimulates tipping.
- Relieves boredom.
- Improves morale & attitude.
- Increases efficiency.

Benefits: MANAGEMENT

- Increase productivity/profits.
- Reduce petty bickering & embarrassment.
- Reduce absenteeism/turnover/hiring/training.
- Improve communications (paging/public address).
- Improve customer relations.
- Beats competition.

radio has its place - but not in your place of business!

You wouldn't think of playing your television set for your customers or employees.

So why play the radio?

Stop and consider that commercials, news breaks, station identifications and weather forecasts throughout the day—could be costing you money (and be irritating to many folks entering your door.)

It's our business to help you select the right music environment that can soothe, sell or stimulate. We call it 3M Business Music.

3M



Create the “Buying Mood”

Sound System Analysis

1. How would you categorize your type of business?

<input type="checkbox"/> Retail Sales	<input type="checkbox"/> Medical	<input type="checkbox"/> Other _____
<input type="checkbox"/> Office	<input type="checkbox"/> Financial	_____
<input type="checkbox"/> Mfg.	<input type="checkbox"/> Food Service	

2. Let's analyze your present sound system, does your system use:

A. Speakers?

1. What Type	<input type="checkbox"/> Ceiling	<input type="checkbox"/> Wall	<input type="checkbox"/> Other _____
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B. Microphone?

1. What Type	<input type="checkbox"/> Desk	<input type="checkbox"/> Wall	<input type="checkbox"/> Counter
2. Used For _____			

C. Music?

1. <input type="checkbox"/> On Location (supplier) _____
2. <input type="checkbox"/> Piped-in (supplier) _____
3. <input type="checkbox"/> Radio
4. <input type="checkbox"/> Other
5. <input type="checkbox"/> Own or lease.

3. Score on a scale from 1 (low) to 10 (high), how would you rate your present environment as to the following?

Score:

- ____ A. Is your present environment relaxing customers and increasing buying habits?
- ____ B. Does your environment have distracting noises and conversation?
(10 No Noise — 1 High Noise)
- ____ C. Is your environment providing a warm, friendly atmosphere?
- ____ D. Does your environment compliment a special interior mood or theme?
- ____ E. Does your environment ease subjective waiting time and reduce customer complaints?
- ____ F. How does your present environment affect your employees:
 - ____ 1. Is it an aid in relieving employee tension?
 - ____ 2. Does it help to maintain a positive employee attitude?
 - ____ 3. Is it assisting in reducing employee tardiness and absenteeism?
 - ____ 4. Does it aid in reducing employee errors, boredom and increase employee efficiency?
- ____ G. Does your environment give you a positive image and a competitive advantage?
- ____ H. Does your total environment have a positive effect on increased sales and profits?

____ \div 11 = Environmental Average
Total Score

4. What would you like to see improved in your present business environment?

3M Cantata® Business Music Libraries

Smooth

Smooth & Easy (SE-526)

Low key, high quality background music. Recognizable tunes designed to soothe and relax. 24 hours

Rhapsody I & II (RH-185, RH-295)

An outstanding collection of "beautiful" music. Rhapsody is cascading strings with delicate shadings — flowing to full orchestras with rich melodies. 10 hours each

Elegance (EL-236)

Romantic music from Mozart to Mancini. Predominantly strings present an audio picture of charm, graciousness and refinement. 10 hours

Variety

Variety (V-168)

Sounds, tempos and arrangements selected to give a bright lift in the day. 24 hours

Contempo (C-300)

Light and lively selections. Modern arrangements of old favorites are skillfully programmed to blend with current tunes. 24 hours

Bright & Lively (BL-707)

A long play collection of sparkling, contemporary music. The bright & lively tempo compliments a warm, friendly business environment. 24 hours

Cavalcade (CA-264)

fits a broad appeal. Includes selections from popular music through easy-flowing jazz and smooth listening. 16 hours

Variety Highlights (VH-156)

Popular hits programmed to fit most business environments. Orchestrated in a light, contemporary style. 10 hours

Light & Bright (to be released)

Original artist instrumentals blended with contemporary favorites from 3M's music catalog. 20 hours

Uptempo

Energy (E-329)

Disco and soul sounds in the foreground. Produced and recorded by top artists and groups who made the hits popular. 20 hours

Uptempo (U-825)

Popular sounds, instrumentals and vocals. A blending of all-time favorites in modern arrangements and instrumentations. 16 hours

Modified Rock (MR-170)

Rock with an easy beat — the modern sound for anywhere the young-at-heart work or play. Appeals to a wide range of age groups. 16 hours

Odyssey (DY-188)

Foreground music for businesses in the foreground. Modern sounds from current composers extend an upbeat welcome to customers. 16 hours

Zodiac (Z-025)

A broad spectrum of contemporary music with a beat — blended with rhythmic ballads. 16 hours

Country

American Country (A-169)

Folk-country, bluegrass, country/pop and rock-a-billy featuring the golden standards of country music. 16 hours

Nashville (NA-288)

Direct from Nashville by Nashville artists: the golden standards and current hits of Country to convey a relaxed, natural environment. 16 hours

Specialty

Honky Tonk (HT-702)

Music to capture the carefree moods of yesteryear. Tunes of the gay 90's, banjo pickin', Dixieland jazz and ragtime. 12 hours

Classical (CL-366)

Bach, Beethoven, Strauss, Chopin, Tchaikovsky, Debussy...fine selections of classical music by some of the world's most cherished composers. 12 hours

Emerald Isle (EI-349)

To celebrate the green. Traditional Irish songs and instruments — with jigs, reels, polkas, marches, folk songs and ballads. 5 hours

Italian (SI-250)

From the romantic Venetian ballad to the tarantella, favorite Italian songs blended with contemporary music, selected to convey the musical spirit of Italy. 12 hours

Bavarian (SB-200)

Colorful Black Forest images with sounds of the polka and waltz, marches and folk songs, played on traditional German instruments. Blended with complementary music selections. 12 hours

Pacific Adventures (PJ-708)

The Eastern mystique. A musical portrait of the Far East with the soothing sounds of koto, wooden flute and other traditional oriental instruments. 10 hours

Polynesian (PL-166)

This library of "island music" creates warm images of the South Pacific. Most of this music actually recorded in Tahiti. 10 hours

Latin America (LL-166)

Festive, romantic sounds of Latin America. A wide variety of music, including the cha-cha, rhumba, samba, bolero, tango and bassa nova. 10 hours

Fiesta (F-807)

Bright brass and guitar, Mariachi band sounds, blended with other festive music associated with "south of the border." 8 hours

Tequila I and II (TQ-409, TQ-410)

Authentic Mexican music with the memorable beat of real Mexican ballads, Mariachi songs, rhythmic Salsa and more in a surprising variety of styles, bands and instruments. 4.5 hours each

Sacred Instrumental (SL-267)

Predominantly organ music provides subtle musical strains in this library designed for hospital chapels, religious institutions and funeral homes. 6 hours

Easy Jazz (to be released)

Smooth, background jazz with a broad-based appeal from original artists. Acoustic piano, trios, combos, and mellow vocals. 12 hours

Christmas Choral (VX-167)

Beautiful, smooth music. Every third title a Christmas favorite. 10 hours

Classical Christmas (UX-158)

A "touch of elegance," adding grace and beauty to the Christmas season. Classically-styled Christmas music mixed with other fine classical pieces. 8 hours

Season's Greetings (SG-349)

Contemporary sounds of the holidays. Lively, happy, personable. 8 hours

Christmas Continuous (CX-167)

Ideal for Christmas week. 80 renditions of the best-loved Christmas songs and carols. 4 hours

Christmas Memories (XM-603)

Homey, traditional sounds of Christmas. Timeless, smooth original artist songs. 4 hours

Mistletoe & Holly (MH-206)

All-time favorite Christmas music on the lighter side. Happy, recognizable sounds from hit recording artists. 4 hours